



**FY24**

**Marketing Platform Development  
Guidelines**

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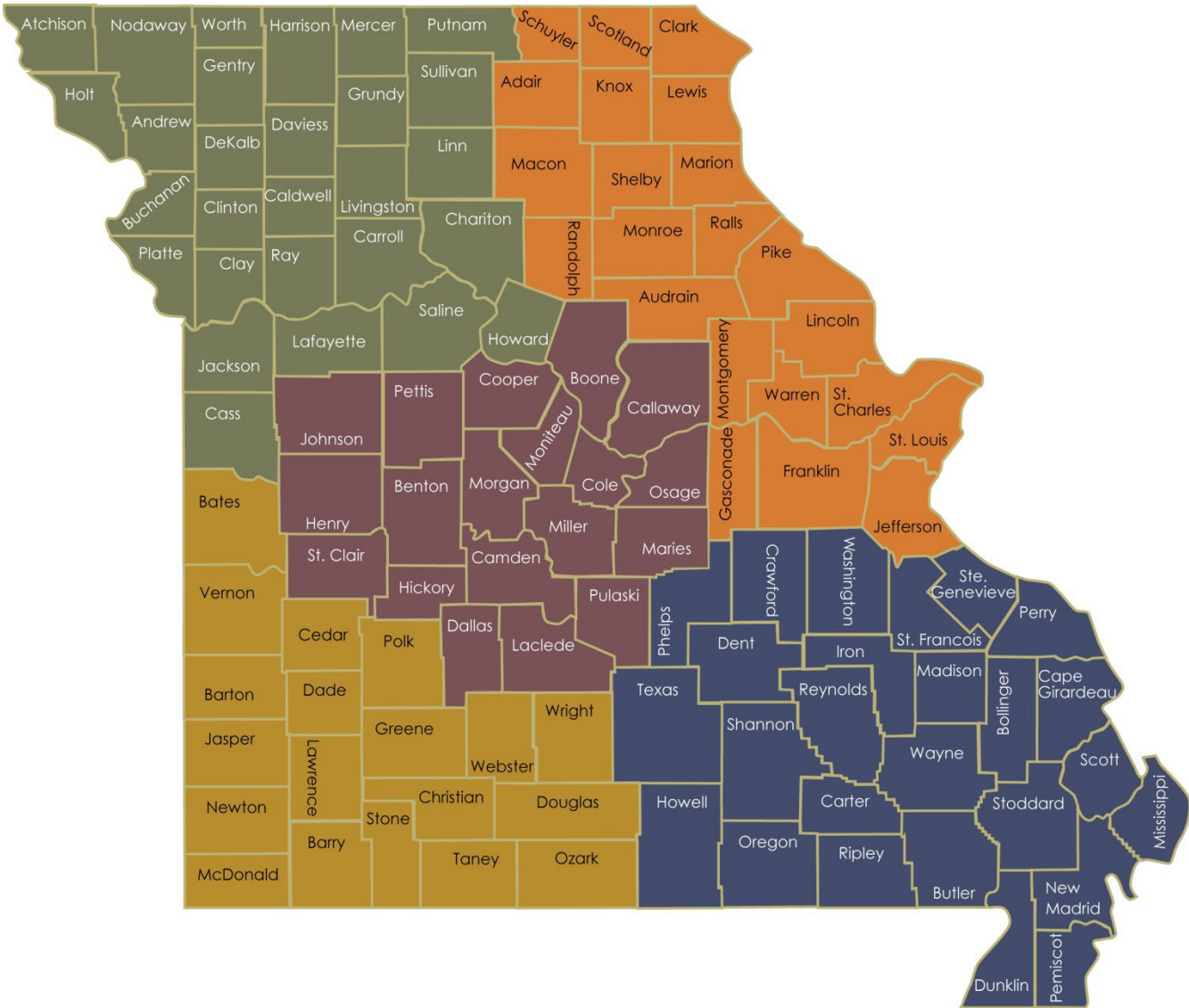
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# MISSOURI TOURISM REGIONS



## MARKETING PLATFORM DEVELOPMENT OVERVIEW

The Missouri Division of Tourism (MDT) partners with Destination Marketing Organizations (DMOs) across the state to advertise and promote Missouri's vast array of tourism assets. The Division's Cooperative Marketing Programs invest in projects that are specifically designed to increase visitation and visitor spending throughout the state. The Marketing Platform Development (MPD) program is designed for a one-time marketing platform investment that will be used beyond the fiscal year of the initial investment.

In order to reach the goals established in the MDT strategic plan, the goals and executions of Cooperative Marketing are aligned with MDT's overall strategic goals. Funds are distributed among separate matching grant programs and MDT funds qualified advertising and marketing projects to achieve the following objectives:

- Support and further MDT's overall annual marketing strategy as outlined in the annual marketing plan and position Missouri to compete more effectively for travel and tourism market share.
- Create programs based on the common marketing goals of MDT and the DMO, thereby creating mutually beneficial marketing executions.
- Create a program that is efficient to implement for both MDT and its partners.

The Marketing Platform Development (MPD) program is designed for a marketing platform investment that will be used beyond the fiscal year of the initial investment. The MPD is intended for smaller or emerging markets and is intended for 'one-time' costs and not regularly reoccurring costs. Approved projects are reimbursed at up to 50 percent of the approved application amount (up to \$10,000) and provide for development, improvement or expansion of tourism marketing programs and products.

### Administration

MDT administers the Cooperative Marketing Programs on behalf of the Missouri Tourism Commission, which reserves the right to make all final decisions.

### Contact Information

Missouri Division of Tourism  
Attn: Cooperative Marketing  
301 West High Street, Room 290  
Jefferson City, MO 65101

Megan Rogers, Cooperative Marketing Manager  
[megan.rogers@ded.mo.gov](mailto:megan.rogers@ded.mo.gov)

Cooperative Marketing Program Advisory Committee (CMPAC) – The advisory committee is comprised of 10 tourism industry professionals representing each of the five regions of the state, providing valuable customer input about design and administration of the program.

#### Disclosures:

- The State of Missouri reserves the right to review/audit participant's contract records for a period of five years after the close of the contract period.
- MDT may terminate any contract upon discovery of a violation of any terms and/or requirements of the contract committed by the participant.
- Failure to complete an approved project may result in a one-year disqualification from participation in the programs. In some situations, partial completion of a project or the completion of a project vastly altered from the approved project may result in the withholding of approved funds.
- Failure to complete a project as agreed to will be a consideration in the evaluation of future applications.
- The Missouri Tourism Commission reserves the right to make all final decisions concerning the administration of this program.

## APPLICATION

The maximum funding per platform/application is \$10,000 per applicant. No applicant may receive more than one MPD grant per fiscal year; no applicant may receive funding for a platform for which they received funding in the previous five years. However, each application can cover more than one platform and more than one vendor – as long as the total application does not exceed the \$10,000 limit.

All applications must be completed on the [Submittable](#) website and the program application is due on the last day of May (see previous timeline chart for details). The MDT Cooperative Marketing Team reviews the applications for completeness and program compliance.

## TIMELINES

DATE	Activity
March 1	Guidelines Posted
April 1	Application Opens
May 30	Application Closes
June 15	Awards are Announced
July 1	FY24 Program Year Begins
June 30	FY24 Program Year Ends
August 31	Reimbursement Due

## DMO ELIGIBILITY

The MPD grant is available to MDT-certified DMOs with a County Tourism Level (CTL) 1-4, non-certified DMOs and regional partnerships. For DMO information, please refer to the current the DMO Guidelines that can be found on the [Industry.VisitMO.com](https://www.Industry.VisitMO.com) website.

Missouri Division of Tourism (MDT) defines a Destination Marketing Organization (DMO) as a non-profit (under Missouri Chapter 355) or benevolent (under Missouri Chapter 352) Missouri corporation or government unit responsible for and actively engaged in the promotion and marketing of travel and tourism in Missouri, supported by the organization's mission, charter, budget, funding sources and financial statements.

A DMO meets the following requirements:

- The organization is one of the following types of nonprofit or benevolent organizations:
  - Convention and Visitors Bureau/Commission (MACVB or DMAI approved)
  - Chamber of Commerce (MCC or US Chamber of Commerce approved)
  - City or county government, or a subdivision of a city or county government, that functions as a DMO, (ex. city or county tourism department)

- City or county (or designee) taxing authority that operates by contract as the primary tourism marketing organization for the city or county
- Tourism commission or board that operates by contract as the primary tourism marketing organization for the city or county
- Regional partnership
- The organization has an established funding source in place
- The organization has been incorporated as a nonprofit or benevolent entity and is registered and in good standing with the state of Missouri (city and county tourism departments are exempt)

## REQUIREMENTS

All DMOs wishing to participate in the MPD must be able to show proof of:

Requirement	Sources for Obtaining Information or Documents
Registered and in good standing with MO Secretary of State, if required for the entity type	A copy of a certificate of Good Standing for your entity, which can be obtained through <a href="https://business.mo.gov">Missouri Business Filings (mo.gov)</a>
SAM II Vendor ID Number	<a href="#">Vendor Input Form</a>
E-Verify Registration and MOU, as required by <a href="#">§ 285.530 RSMo3</a>	You will need a copy of the electronically signed Memorandum of Understanding between your entity and the U.S. Department of Homeland Security, <a href="https://e-verify.uscis.gov/enroll">https://e-verify.uscis.gov/enroll</a>
MO Tax ID Number	<a href="#">MO Tax ID Number</a>
Federal Employer Identification Number (FEIN)	<a href="https://www.irs.gov">IRS.gov</a>

## PARTNERSHIPS

Although MDT is the primary partner of the DMO for the MPD program, the Division also supports additional financial partnerships. Upon entering into a financial agreement(s), it is recommended the participating DMO share MPD guidelines,



requirements and updates with their partner(s) to ensure program compliance and foster transparency.

MDT will not be communicating with the partners of the DMO concerning the project. All project communication must be between MDT and the participating DMO. The DMO must provide one primary contact, referred to as the "Project Director." However, it is important that the DMO provide both the President/CEO and the Project Director's contact information and that must be two different individuals. Any change to the DMO's President/CEO or the Project Director requires completion of a Key Personnel Change Form. It is imperative that MDT has the most current contact information at all times. You may complete this form on the [Submittable](#) website.

Bids - Please follow your internal procurement policy.

## AWARDS

Award notification letters and agreements are emailed to the DMO President/CEO and DMO Project Director (listed on the application) prior to the beginning of the project period. The agreement must be signed and returned to MDT prior to the program year beginning. If the DMO is unable to meet this deadline, exceptions can be made on a case-by-case basis.

### Review Process

The MPD program has a limited amount of funding available – that amount changes each year dependent on the MDTs funding. MDT will review the applications on a pass/fail basis for completeness and program compliance. Amounts of match will be awarded based on the available budget, number of partners applying and quality of the application.

The Cooperative Marketing budget amounts are tied to the annual funding MDT receives from the General Assembly. Therefore, the allocations may change from the original estimate if MDT's budget is changed at any time and for any reason prior to or during the fiscal year in which the DMO is participating in the program. The number of certified DMOs and the County Tourism Levels (CTLs) also have an impact on the maximum funding amounts and may cause budgets to change. While MDT makes every effort to ensure DMOs are awarded the proposed funding, those levels may be modified later.

## ELIGIBLE PLATFORMS

The MPD funds can be used for platform development only – the grant does not cover costs associated with subscriptions, maintenance, or product placement.

For eligibility, all marketing activities and components are subject to the following program requirements:

- The Marketing Platform Development (MPD) program is designed for a one-time marketing platform investment that will be used beyond the fiscal year of the initial investment.
- All funded marketing activities must run between July 1 and June 30 of the fiscal year. Products that fall outside the established fiscal year will not be reimbursed.
- Funds from other Missouri state sources may not be used to satisfy the DMO's local matching funds obligation.
- Activities must be completed as approved in the contract or a subsequently approved revision.

The following MPD projects are eligible for reimbursement:

### Brand Awareness Study

MDT will assist industry partners in the funding of a Brand Awareness Study. A brand awareness study (and analysis) can give a measurement of which consumers are familiar with the brand and product. How much of the target market is aware of the brand? Understanding this information can enable you to market more efficiently and effectively.

### Creative Strategy

It is important that tourism industry organizations have a strong memorable identity for the brand through image marketing. Much of the advertising communication is centered on this creative and/or logo. Participants may contract with an agency to develop a logo or to design base creative ads. Participants may contract with an ad agency or marketing communication agency to develop a creative strategy. The

contracted agency will evaluate the marketing and promotional situation to determine what needs to be communicated to the marketer's target audience. A strong memorable identity for the brand through image marketing communication will be developed.

### Marketing Plan Development

A strong marketing plan is crucial to running a successful marketing campaign. Participants may contract through an agency to layout the advertising and marketing objectives specific to the needs of the organization. A marketing plan must be clear before the creative strategy can be determined.

### Marketing Strategy

Develop a marketing strategy to ensure the marketing plan, social media, creative, website, research, and visual assets all work together to form a cohesive identity for the destination. Participants can contact with an organization to determine the needs and/or execute the needs of the marketing strategy.

### Mobile Optimization

If your website is not yet optimized for mobile, consider a responsive web design. A responsive web design enables your website to react to a user's actions and detects the medium where the site is currently being watched in order to provide the best experience possible to the user in terms of navigability and readability.

### Social Media Strategy

Develop a social media strategic plan to determine which social network connects you with your target audience, determine best content types and outreach tactics, and reach targeted followers that generate more qualified leads for your organization. Participants may contract with a social media strategist to develop a strategy that includes: research and discovery, strategy development, implementation planning and measurement.

### Visitor Profile Study

MDT will assist industry partners in the funding of a Visitor Profile Study. This research provides you a profile of your visitor based on demographic and behavioral characteristics such as age, income, size of travel party, activities and expenditures. Understanding this information will enable you to market to your target audience more efficiently and effectively.

### Visual Asset Procurement

Strong visuals in marketing are vital. Because of this, MDT will assist industry partners in procuring visual assets. Participants may contract with a professional photographer and/or a videographer to build your visual asset library for marketing purposes.

### Website Development

Design or upgrade your tourism website to include focused calls-to-action, enhanced images and simplified navigation to allow your visitors to find the information quickly and easily. Participants may contract with a web designer to update their site.

### Ineligible Costs

- Administrative costs (salaries, food, beverages, travel costs, promotional gifts, awards, web hosting, subscriptions, memberships, and entertainment)
- Training registration fees
- Familiarization tours (FAMS)
- Expenses incurred or commitments made prior to the grant award
- Tangible personal property
- Scholarships
- Contests
- Consumer and/or trade shows
- Operating costs
- Non-budgeted expenses

### Project Modifications

Any changes to the approved plan requires approval by MDT. If changes to the project exceed the total grant award, the DMO must incur those excess expenses. No costs can be reimbursed if it has not been pre-approved by MDT.

## **ARTWORK APPROVAL**

Artwork for platforms with funding from the MPD program must receive approval from MDT prior to placement or 'going live'. This process requires up to five business days after the approval request is emailed to the MDT Cooperative Marketing staff. MDT must have access to the artwork for up to five years for auditing purposes.

Only finalized platforms (websites, etc.) should be submitted for approval; incomplete platforms will not be reviewed. MDT reserves the right to deny approval on artwork

considered offensive, profane or inappropriate in any way and those that do not represent the program's intent.

## LOGO USAGE

The MDT logo is required on all artwork (websites) funded by the MPD program.

By incorporating the code below, the MDT logo will automatically link to the VisitMO.com homepage.

```
<a href="http://www.visitmo.com" target="_blank"></a>
```

## REIMBURSEMENTS

Only one request for reimbursement is allowed per contract under the MPD grant program. The Reimbursement Request/Project Summary Report and copies of the grant project (example: social media strategic plan, creative strategy, profile study) must be submitted within 60 days following the completion of the project. All participants with an approved MPD contract will receive reimbursements through electronic funds transfers. Grant funds and the participant's match must be used in accordance with the approved application. Forms are available on the Submittable website.

### Basic Requirements

A properly completed Reimbursement Request, along with the required documentation, must be completed by the due date to receive a reimbursement.

Only expenses pre-approved by MDT can be reimbursed.

All artwork must be pre-approved before a reimbursement can be made.



MDT cannot pre-pay for MPD services; therefore, we can not reimburse any services that have not yet been completed at the time of the reimbursement request. The DMO is welcome to pre-pay; however, MDT will not pre-reimburse.

The following documents are required for every reimbursable item:

- Proof of Performance
- Proof of Expense
- Proof of Payment

All required documentation must clearly show all the required information and must be understandable to an average person – the use of tax payer funds must be 100 percent transparent with no questions.

### Proof of Performance

Proof of Performance documentation can differ depending on the expense. Below is a list of currently approved documents; however, if you are unable to obtain the required documents, MDT can review other documentation on a case-by-case basis. All 'Proof of Performance' must come from the vendor and not the agency.

#### Research

- A copy of the final research report given to the DMO by the vendor

#### Strategy

- A copy of the final 'strategy' given to the DMO by the vendor

#### Website

- A link to the final website (pre-approved before going live) AND a statement of working order for the time period (with the project director's signature on letterhead) that attests that the work in the agreement was preformed

#### Asset Procurement

- A copy of all pictures and/or videos delivered to the DMO by the vendor
  - A Box will be set up for the DMO to upload all assets – contact the Cooperative Marketing team
- MDT reserves the right to use the pictures and/or videos; however, the DMO will be contacted in advance if this happens

### Proof of Expense

The most common and approved form of Proof of Expense documentation is an invoice.

- The invoice must show the DMO as the “bill to” organization, contain the name and address of the vendor providing the service, provide an itemized detail of the service provided (including dates of service or date cost incurred), and include the total cost.
- When services are provided through an advertising agency (other than MDT’s agency), an invoice is required from the vendor to the ad agency AND an invoice from the ad agency to the DMO for each expense. The same policies apply to the information needed on each documents – both vendor and agency.

### Proof of Payment

At least 50 percent of the invoice must have already been paid by the DMO before MDT can reimburse. The most common and approved form of Proof of Payment is a canceled check or credit card statement.

- Checks must be written from the participants’ account for at least 50 percent of the charge for the service invoiced. If the check covers more than one expense, include a copy of the check detail. The check must have already been ‘cashed’ and a copy of the cancelled check is required.
- Credit card payments must include a copy of the credit card statement (billed to the DMO) detailing the reimbursable expense (charged by the vendor). All other expenses may be redacted from the statement.
- When services are provided through an advertising agency (other than MDT’s agency), proof of payment from the ad agency to the vendor AND proof of payment from the DMO to the ad agency must be submitted. The same policies apply to the information needed on each documents – both vendor and agency.